62

1958
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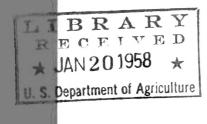
CATALOG

# ROGERS

ESTABLISHED 1876.

IDAHO FALLS, IDAHO

BREEDERS &
WHOLESALE GROWERS



PEAS BEANS CORN



T. T. HOPKINS Vice President and General Manager



H. W. Mauth Production Manager



R. K. ROSE President



D. W. ISLEY Secretary-Treasurer



L. V. ANDERSEN Traffic Manager

CONTRACTOR CONTRACTOR

# ROGERS LATEST INTRODUCTIONS:

# **PEAS**

Midfreezer Small Sieve Freezer Eureka

#### **BEANS**

Earligreen (White Seed, Green Pod)
Improved Supergreen
Tenderwhite (White Seed, Green Pod)
Wadex

# SWEET CORN HYBRIDS

Golden Hybrid G 101
Mello-Gold
Mello-Gold, White Silk

See descriptions in following pages.



#### **BLOOD TELLS**

Eighty years ago the founders of Rogers Brothers Seed Co. adopted the slogan "Blood Tells" as the foundation on which to build their new seed business. While we in Rogers Brothers have repeatedly modernized and streamlined our various operations since that time, our slogan has remained the same. It is as timely and all inclusive in statement of seed policy today as it was three generations ago.

In the seed business customer confidence in their source of supply is of utmost importance. The slogan "Blood Tells" gives assurance that the full scope of our systematic plant breeding and selection program is continually working to improve, as well as maintain, established varieties and to develop new varieties to meet the ever changing demands of the industries that we serve.

Our success in meeting the challenge of bacterial and virus diseases may be measured by the numerous inherently resistant varieties and strains that our plant breeders have developed. The advent of the frozen foods industry necessitated the creation of new varieties of peas, beans and sweet corn to meet the needs of this new form of food preservation. Mechanical harvesting of beans poses a new problem that is being resolved by our bean breeding and selection program.

The changing pattern of customer demand requires that we continuously breed for an improvement in sieve sizes of peas and beans, deeper and narrower kernel character in corn, uniformity of maturity and a multitude of other characteristics. As specialists in the breeding of peas, beans and sweet corn, our new introductions are designed to meet the specific needs of our customers.

CONTRACTOR CONTRACTOR



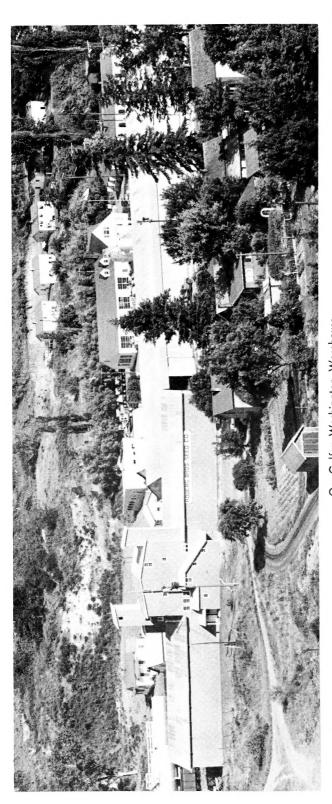
DR. M. E. ANDERSON

The man responsible for our pea and bean breeding program is Dr. M. E. Anderson. His many new and improved varieties released during the last twenty years have greatly benefited the trade that we serve. Many of his varieties have become standard items in both the general seed industry and the food processing industry.



DR. FRANKLIN L. BLANKENBURG

Dr. F. L. Blankenburg, in charge of our sweet corn breeding program, is rapidly bringing to the stage of commercial production a series of new hybrids of outstanding merit. Trials from about the nation have proven the worth of these new hybrids and it remains only to build them into salable quantity.



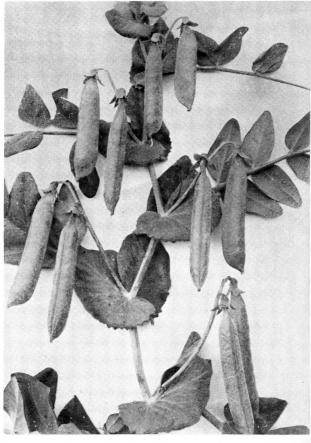
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# PEAS—CANNING VARIETIES

ACE (Rogers) Vine			21/2	inch, sma	light, Il sized	blun d and	t, dou I wrink	lark Ible
Sieve %	1 7	2 14	3 20			6	7	8
ALASKA Vine Pod Seed				2	21/2 inc	:h, lig	ght, b	slim lunt
Rogers Strai Sieve %	_l	2 16	3 28	4 32	5 18.5	6	7	8
423 Strain: Sieve % Smaller sieve	I 6 es tha	19		32	5 5 1 but 6	6 equal	7	8 eld.
Both Strains	Wilt	Resist	ant.			•	·	
Vine				2	3/4 inc	:h, lig	ght, bl	lim unt
Sieve %	l 8	2 9	3 15	4 22	5 38	6 8	7	8
BONNEVILLE (R Vine			.31/ <sub>2</sub> medi	inch, um-la	rge si	blun	t, dou	ark ble
Sieve %	1	2 2.5	•	4 17	5 <b>4</b> 5	6 27	7 1	8

# PEAS—CANNING VARIETIES

# New Introduction



**EUREKA** 

Outstanding yielder of excellent quality, small sieve peas

EUREKA (Rogers	)						68 D	ays
Vine Pod			31/2	inch,	light		t, dou	ble
Seed Our newest ducing a hig								
ant.	, y.c	.ia 01	3111GII	316 46	peas	·	II Kes	131-
Sieve	1	2	3	4	5	6	7	8

%

# THE PROPERTY OF THE PARTY OF TH

# PEAS—CANNING VARIETIES

. ,	1OUS (Rog	orel						47 D	2115
	Vine		24 :	nch r	nadiu	m da	·k fai	67 D	
	Pod		.27 11	31/2	inch.	liaht	. blun	t. dou	ble
	Seed			/ 2	me	dium	sized,	wrink	led
	A hardy,								
	mally out	yield ı	egul	ar Pe	rfect	ion st	rains.	Sma	ller
	sieve size.								
	Sieve		2	3 15	4	5		7	8
250	%			15	33	39	8		
PER	FECTION I				1			67 D	
	Vine		32	inch,	tairly	heavy	/, med	lium d	ark
	Pod Seed			31/2	4 inch	ı, iigni Small	r blun sized	τ, aou wrink	bie bal
	Seed High qual	ity—he	avy	produ	cer.	Wilt	Resist	ant.	icu
	Sieve	1	2	3	4	5	6	7	8
	%					33			
PER	FECTION (	Wiscor	nsin)					71 D	ays
	Vine			30	inch,	medi	ım he	avy, c	lark
	Pod			31/4	inch	, light	, blun	t, dou	ıble
	Seed	L			me	dium	sized,	wrink	led
	Wilt Resisting quality	nack	maii 3	oieve.	Late	e Seas	on, to	г ехте	na-
	Sieve	Pack.	2	3	4	5	6	7	8
	%	2	5	12	33	35	13	,	0
PER	FECTION I							69 D	avs
	Vine			28 i	nch,	mediu	m he	avy, c	, lark
	Pod			31/4	inch	, light	, blun	t, dou	ıble
	Seed			med	lium-l	arge	sized,	wrink	led
	Wilt Resis	tant. 🖊	A hia	h wio					
			· mg	iii yie	lding	Early	rerr	ection	of
		uality.						_	
	Sieve	uality. I	2	3	4	5	6	ection 7 4	of 8
PRII	Sieve %	uality. I	2 4	3	4 24	5 32	6 24	7 4	8
PRIE	Sieve % DE	juality. I I	2 4	3	4 24	5 32	6 24	7 4	8
PRI	Sieve % DE Vine	uality. I I	2 4	3	4 24 24	5 32 inch.	6 24 medi	7 4 65 D	8 ays lark
PRI	Sieve % DE	uality. I I	2 4	3 11 nch, b	4 24 24 Junt,	5 32 inch, straig	6 24 medi ht, lig	7 4 65 D um, d	8 ays lark een
PRI	Sieve % DE Vine Pod Seed Wilt Resis	uality. I I	2 4	3 II nch, b	4 24 24 Junt,	5 32 inch, straig arge	6 24 medi ht, lig	7 4 65 D um, d	8 ays lark een
PRII	Sieve %  DE Vine Pod Seed Wilt Resist	uality. I I	2 4 81/4 ir 2	3 II nch, b med	4 24 24 Slunt, Slium-l	5 32 inch, straig arge	6 24 medi ht, lic sized,	7 4 65 D Jum, d Jht gre wrink 7	8 ays lark een
PRII	Sieve % DE Vine Pod Seed Wilt Resis	uality. I I	2 4	3 II nch, b	4 24 24 Junt, Jium-	5 32 inch, straig arge	6 24 medi ht, lig sized,	7 4 65 D um, d	ays lark een led
	Sieve %  DE Vine Pod Seed Wilt Resist Sieve %  PUSION II	luality. I I I I I I MPRO\	2 4 31/4 ir 2 5 /ED (	3 II nch, b med 3 IO Roge	4 24 24 blunt, lium-l 4 22	5 32 inch, straig arge	6 24 medi ht, lic sized,	7 4 65 D Jum, d Jht gre wrink 7	ays lark een led 8
	Sieve %  Vine Pod Seed Wilt Resist Sieve %  FUSION II	tant.	2 4 81/4 ir 2 5 /ED (	3 II nch, b med 3 I0 Roge	4 24 24 24 3 3 4 22 rs) inch,	inch, straig arge 5 34 mediu	6 24 medi ht, lig sized, 6 25	7 4 65 D jum, d jht gra wrink 7 3 71 D rk, he	ays lark een led 8 ays
	Sieve % Vine Pod Wilt Resist Sieve % FUSION II Vine	tant.	2 4 81/4 ir 2 5 /ED (	3 II nch, b med 3 I0 Roge	4 24 24 slium-l 4 22 rs) inch, ght, s	inch, straig arge 5 34 medicemi-b	medi ht, lig sized, 6 25	7 4 65 D um, d ght gra wrink 7 3 71 D rk, he well fil	ays lark een iled 8 ays avy led
	Sieve % Vine Seed Wilt Resist Sieve % FUSION II Vine Pod	tant.	2 4 81/4 ir 2 5 /ED (	3 II nch, b med 3 I0 Roge	4 24 24 slium-l 4 22 rs) inch, ght, s	inch, straig arge 5 34 medicemi-b	medi ht, lig sized, 6 25	7 4 65 D jum, d jht gra wrink 7 3 71 D rk, he	ays lark een iled 8 ays avy led
	Sieve % Vine Pod Wilt Resist Sieve % FUSION II Vine	tant.	2 4 81/4 ir 2 5 /ED (	3 II nch, b med 3 I0 Roge	4 24 24 slium-l 4 22 rs) inch, ght, s	inch, straig arge 5 34 medicemi-b	medi ht, lig sized, 6 25	7 4 65 D um, d ght gra wrink 7 3 71 D rk, he well fil	ays lark een iled 8 ays avy led

# PEAS—CANNING VARIETIES

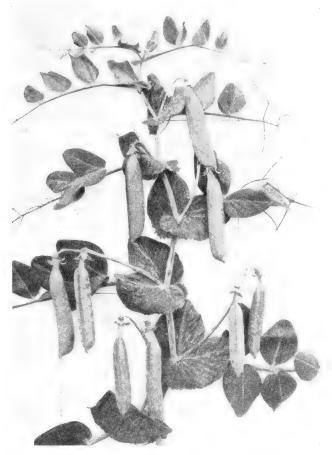


SHOSHONE

SHOSHONE (Re	gers	)					69 D	ays
Vine			30	inch,	mediı	ım da	rk, he	avy
Pod								
Seed				l	arge	sized,	wrink	ded
Wilt Resista								
Sieve	1	2	3	4	5	24	7	8
%	3	7	16	19	25	24	6	
SURPRISE							60 D	ays
Vine					24	inch,	slim, c	dark
Pod				2				
Seed					small	sized,	wrink	ded
Wilt Resista	nt.							
Sieve	1	2	3	4	5	6	7	8
%	5	10	15	33	29	8		

# ACTOROGO CONTRACTOR CO

# PEAS—CANNING VARIETIES



# **WASATCH**

Very early, highest quality Wilt Resistant Canning Pea.

WASATCH (Roge	ers)						64 D	
Vine					26 ind	h, fai	rly he	avy
Pod		31/4	inch.	liaht.	blunt.	most	lv doi	ıble
Seed								
Wilt Resistant								
holding qualiti						′ '		
Sieve	1	2	3	4	5	6	7	8
Sieve %	2	5	12	22	22	26	11	
WINNER (Rogers)							59 D	ays
Vine					30	inch,	slim, li	ight
Pod							nall, b	
Seed							l, smo	
Sieve	1	2	3	4	5	6	7	8
% 1	3	22	33	30	2			
Smaller Sieve S	Siz	es Tha	n Ala	iska.				

# PEAS-FREEZING VARIETIES

# New Introduction



#### **MIDFREEZER**

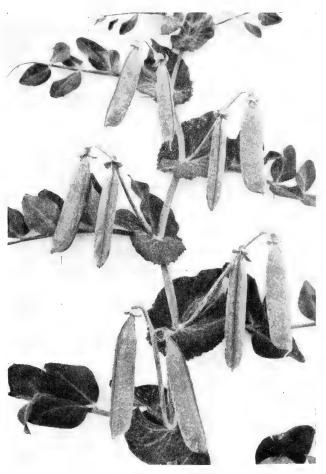
A new high quality, midseason freezing pea introduced to fill the gap between early and late season harvest.

MIDFREEZER (Rogers)	66 Days
Vine	26 inch, medium
	inch, dark, blunt, mostly double
Seed	medium-large sized, wrinkled
A high yield is given o	on a sensible length vine. Wilt
	nelled peas of excellent quality
and uniform, dark gree	en color. Comparable to Per-
fected Freezer in siev	re sizes and better in quality.
_	

Sieve	ł	2	3	4	5	6	7	8
%	2	4	11	23	37	19	4	

#### CONTRACTOR CONTRACTOR

# PEAS—FREEZING VARIETIES



# PERFECTED FREEZER Dark Green Seed Coat and Cotyledon A Smaller Sieve Heavy Producer

#### 

# PEAS—FREEZING VARIETIES





SMALL SIEVE FREEZER

SMALL SIEVE F	REEZ	ER (F	Roger	s)		•	67 D	ays
Vine				28	3 inch	, medi	um, c	dark
Pod		.3l⁄₄ i	nch,	dark,	blunt,	mostl	y doi	uble
Seed				me	edium	small	wrin	kled
Wilt Resista								
sieve sizes d	of uni	form	high	quali	ty da	rk gre	en p	eas.
Sieve	- 1	2	3	4	5	6	7	8
%	2	6	14	24	34	20		

# PEAS—FREEZING VARIETIES

TH	OS. LAXTO	N (Roc	gers 1	No. 2	251)			63 E	)ays
								dark, een, b	
	Seed				. <b></b>		large,	wrin	kled
	Our Wilt the freezir qualities.	Resista 1g trad	nt St e. M	rain ore l	devel nardy	oped and	espe bette	cially r hold	for ling
	Sieve %	1 2	<b>2</b> 5	3		5 27	6 25	7 20	8



# VICTORY FREEZER

VICTORY FREEZE	R (I	Roge	rs)				66 D	ays
Vine Pod						inch, d k, blun		
Seed		la	arge s	ized,	dark	green,	wrink	led
Wilt Resistant	•							
Sieve	1	2	3	4	5	6	7	8
%		5	11	24	33	23	4	
A midseason	hic	ah ai	udity	prol	ific v	ariety		

#### PEAS—GARDEN VARIETIES

57 Days

**ALASKA** 

Vine	28 inch, light, slim
Pod	
Seed	small sized, smooth
Wilt Resistant.	
ALDERMAN (Tall Telephone)	72 Days
Vine	40 inch, dark, heavy

Pod .......41/2 inch, dark, pointed Seed ......very large, wrinkled

Pod ......41/2 inch, dark, pointed

Seed .....very large sized, wrinkled Wilt Resistant. (Dark Pod Dwarf Telephone.)

# 



Streamlined Handling in Our Colfax, Washington Warehouse.

#### CONTRACTOR CONTRACTOR

# PEAS—GARDEN VARIETIES



FREEZONIAN ALL AMERICA BRONZE MEDAL AWARD

FREEZONIAN (Rogers)	63 Days
Vine Pod	31/2 inches, dark green, blunt
Seed Wilt Resistant. Ideal f Broad Full Sized Marke	

prodd Full Sized Market Fod	•
HUNDREDFOLD (Laxtonian)	65 Days
Vine	
Pod	
Sood	large wrinkled

# AND THE POST OF TH

# PEAS-GARDEN VARIETIES



ICER No. 95 SHIPPING PEA

TOER TO: 75 STITTING TEX		
ICER No. 95 (Rogers)	74 Days	
Pod	24 inch, coarse, dark 4½-5 inch, dark, pointed very large, wrinkled	
Wilt Resistant. An in	nproved Giant Stride type.	
LAXTON'S PROGRESS	62 Days 15 inch, dark, heavy	
Pod	41/2 inch, dark, neavylarge, wrinkled	
LAXTON'S SUPERB	60 Days	
Pod	18 inch, light, coarse 4 inch, dark, pointed large, oval, smooth	
Sometimes called Ea	rly Bird.	
LINCOLN	67 Days	
Pod	28 inch, medium heavy, dark 31/4 inch, dark, pointed medium sized, wrinkled	

Adapted for Freezing

Wilt Resistant.

#### <del>^</del>

# PEAS—GARDEN VARIETIES



LITTLE MARVEL

Pod	63 Days 18 inch, dark, medium 3 inch, dark, blunt medium-large, wrinkled
PED. EX. EARLY (First & Best)	58 Days
Pod	24 inch, light, slender 21/2 inch, light, blunt cream, small sized, smooth
PREMIER (Rogers)	62 Days
Pod	22 inch, medium, heavy 23/4 inch, light, blunt medium sized, wrinkled
(Use for Notts Excelsion Wonder.)	or and Impd. American

# PEAS—GARDEN VARIETIES

PROGRESS No. 9	62 Days
	15 inch, dark, heavy
	41/2 inch, dark, pointed
Seed	large, wrinkled
Our improved strain. straighter pod.	Slightly taller vine and longer
THOMAS LAXTON (Roge	ers 251) 63 Days
Vine	30 inch, dark, slim
Pod	31/ <sub>2</sub> inch, dark green, blunt
Seed	large, wrinkled
Wilt Resistant.	
VICTORY FREEZER (Roge	ers) 66 Days
Vine	29 inch, dark, medium heavy
	31/2 inch, dark, blunt, double
Seedla	rge sized, dark green, wrinkled
A high yielding, excell	AMERICA BRONZE MEDAL. ent quality, mid-season variety, e freezing. See cut page 13.

WORLD'S RECORD—EARLY	GRADUS	58 Days
Vine	24 inch, light,	medium
Pod	31/2 inch, dark,	pointed
Seed	large,	wrinkled



Dusting Pea Fields, Colfax, Washington





#### CONTRACTOR CONTRACTOR

# BEANS—BUSH GREEN POD

BOUNTIFUL

51 Days

Pods are 7 inches long, straight, broad, flat, light green. Seed straw color.
Stringless. GARDEN & CANNING VARIETY

**BOUNTIFUL CANNER (Rogers)** 

53 Days

Growth habit very similar to regular Bountiful, but gives a higher yield. Fibre analysis is very much lower, therefore, an ideal bean for French-style pack.

CONTENDER (Buff Valentine)

55 Days

Pods are 61/2 inches long, slim, near round, dark green and stringless. Seed, buff, lightly mottled. Mosaic Resistant.

MARKET GARDEN & SHIPPING

FULL MEASURE, IMPROVED (Rogers)

60 Days

Pods are 6 inches long, fairly straight, round, dark green. Stringless. Seeds: Reddish brown, mottled with buff. GARDEN & CANNING VARIETY

FULLGREEN (Developed by U.S.D.A.)

54 Days

Pods 51/2 inches long, dark green, round, stringless. Mosaic Resistant and tolerant to several other diseases. Seeds: Mouse grey to olive brown.

**GARDEN & CANNING VARIETY** 

GIANT STRINGLESS

56 Days

Pods are 6 inches long, round, fairly straight, light green. Stringless. Seed: Yellowish brown.

**GARDEN & CANNING VARIETY** 

LANDRETH STRINGLESS (Burpees)

54 Days

Pods are 6 to 7 inches long, fairly straight, round, dark green. Stringless. Seed: Light coffee brown.

**GARDEN & CANNING VARIETY** 

PLENTIFUL (Black Seeded Bountiful)

53 Days

Pods similar to Bountiful, slightly longer and darker green. Straight. Stringless. Seed: Black.

GARDEN VARIETY

BEANS—BUSH GREEN POD

# New Introduction



#### EARLIGREEN

A new white seeded slim podded bean developed to meet the whole-bean processors' need for an early, prolific variety adapted for mechanical harvest.

# EARLIGREEN (Rogers)

55 Days

Pods are 51/2 inches long, smooth, round, straight and slightly lighter color than Tendergreen. Bush erect, 14 inches, dark green, compact with Refugee type leaves. MOSAIC RESISTANT. Seed: SMALL WHITE.

CANNING VARIETY

# TO CONTRACT OF THE PARTY OF THE

# BEANS-BUSH GREEN POD

### REFUGEE, IDAHO

66 Days

Pods are 51/2 inches long, round, slightly curved, medium green. Stringless. Mosaic Resistant. Seed: Purple splashed with buff. CANNING VARIETY

#### ROGERS SENSATION REFUGEE

64 Days

No. 1066

Pods 51/2 inches long, round, straight, medium green and stringless. Mosaic Resistant. Seed: Purple splashed with buff. CANNING VARIETY

#### ROGERS SENSATION REFUGEE

67 Days

No. 1071

Pods 51/2 inches long, round, straight, medium green and stringless. Mosaic Resistant. Seed: Purple splashed with buff. CANNING VARIETY

### RUBY DWARF HORTICULTURAL

56 Days

Pods 4 to 5 inches, broad, flat, dark green, streaked with red. Stringless. Seed: Cream splashed with red.

GARDEN VARIETY

#### **SEMINOLE**

62 Days

Pods 6 inches long, round, straight, smooth, dark green, and stringless. Developed at Everglades Experiment Station of the University of Florida. Claimed resistant to common mosaic, rust and mildew. Seed: Brown mottled.

**GARDEN & CANNING VARIETY** 

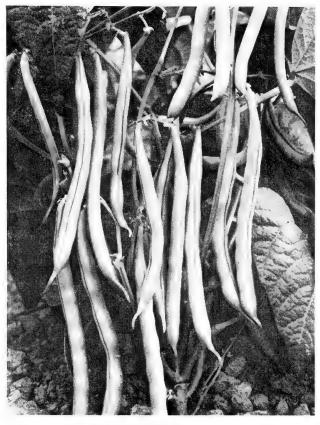
# SLENDERGREEN (Rogers)

56 Days

An excellent bush bean with pods 6 inches long, round, straight, slim and dark green. Stringless. Uniform maturity. Seed: Purple splashed with buff. Similar to Tendergreen in color with slimmer, smoother pod.

**GARDEN & CANNING VARIETY** 

#### BEANS-BUSH GREEN POD



SLENDERGREEN (Rogers)

# STREAMLINER (Granda)

50 Days

Pods are 7 to 8 inches long, flat, tender in early stages and stringless. Seed: White.

**GARDEN VARIETY** 

#### STRINGLESS BLACK VALENTINE

55 Days

Pods are 6 inches long, narrow, oval, dark green, good quality, stringless. Seed: Black.

GOOD SHIPPER

# STRINGLESS RED VALENTINE

54 Days

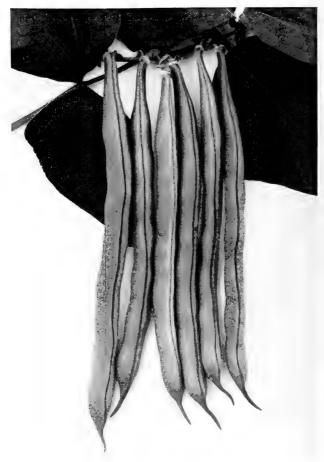
Pods are 5 inches long, round, somewhat curved. A selection from Red Valentine. Seed: Red spashed with buff.

GARDEN VARIETY

LANGE CONTRACTOR CONTR

BEANS—BUSH GREEN POD

# New Introduction



#### **IMPROVED SUPERGREEN**

A new and improved Mosaic Resistant strain of our original Supergreen.

# IMPROVED SUPERGREEN (Rogers)

58 Days

This new strain of Supergreen retains the heavy pod set of our original release, but now has the advantage of being MOSAIC RESISTANT. Pods are 6 to 7 inches long, slim, smooth, round, dark green and stringless. Seed: Light brown mottled with buff.

#### CONTRACTOR CONTRACTOR

### BEANS—BUSH GREEN POD



TENDERGREEN, IMPROVED Rogers Mosaic Resistant Strain A hardy, more productive improvement

# TENDERGREEN, IMPD. (Rogers)

56 Days

Pods are 6 inches long, round, dark green, straight and stringless. This strain is MOSAIC RESISTANT, and is preferred for FREEZING. Seed: Brownish purple, mottled fawn.

**GARDEN & FREEZING VARIETY** 

# TENDERGREEN No. 32304 (Rogers)

56 Days

Pods are 6 inches long, round, dark green, straight, stringless, and MOSAIC RESISTANT. Pod is more perfectly round than Imp. Tendergreen. This strain is preferred for CANNING. Seed: Brownish purple, mottled fawn.

**GARDEN & CANNING VARIETY** 

BEANS-BUSH GREEN POD

# New Introduction



**TENDERWHITE** 

Our new white seeded variety in the Tendergreen class

# TENDERWHITE (Rogers)

60 Days

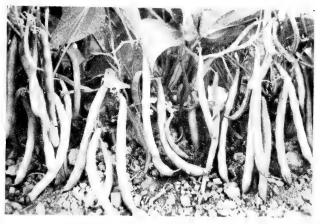
This new bean has been bred primarily to meet the processors' demands for a high yielding, uniform color cut bean with low fiber content and adapted to mechanical harvesting. Pods are 51/2 to 6 inches long, slender, round, straight, smooth, dark green and stringless. MOSAIC RESISTANT. PURE WHITE SEED.

# BEANS-BUSH GREEN POD

#### TENNESSEE GREEN POD

52 Days

Pods are 7 inches long, very broad, flat, dark green.
Stringy. Very popular in the South. Seed: Broad,
flat, dark brown.
GARDEN VARIETY



TOPCROP

#### TOPCROP

52 Days

Vine is 15 to 17 inches high. An early maturing variety with concentrated pod set and high yield. Pods are 51/2 inches long, stringless, round, dark green. Mosaic Resistant. Seed: Brown with buff mottle.



Hybridizing beans in our greenhouse at Idaho Falls, Idaho. This is the first step in the development of an improved bean variety.

# <del>quadavavavavavavavavav</del>

# BEANS—BUSH GREEN POD



WADE'S BUSH

#### ALL AMERICA GOLD MEDAL AWARD.

#### WADE'S BUSH

65 Days

Pods 51/2-6 inches long, straight, meaty, dark green and stringless. Seed: Purple-Brown. Mosaic Resistant. Adapted for Freezing.

BEANS—BUSH GREEN POD

# New Introduction



WADEX

An attractive new bean with a prolific set of dark green pods of excellent quality.

# WADEX (Rogers)

60 Days

A new variety similar to Wade's Bush but higher in yield, earlier in season and more uniform in pod setting. Pods are 6 inches long, straight and dark glossy green. Slightly slimmer and rounder than Wade's Bush. MOSAIC RESISTANT. Seed: Purplebrown.

### BEANS—BUSH WAX POD

BRITTLE WAX (Round Pod Kidney)

62 Days

Pods are 6 inches long, very slightly curved, round, yellow, stringless. Seed: White with black eye.

**GARDEN & CANNING** 

# CHEROKEE WAX

58 Days

Pods 6 inches long, flat to oval, deep yellow, stringless. An improved type of Sure Crop Black Wax with narrower pod. Seed: Black. GARDEN VARIETY

# KINGHORN WAX (White Seed)

62 Days

Pods 6 inches long, slightly curved, round, yellow, stringless. Seed: Pure White. An Improved higher yielding Brittle Wax type.

GARDEN, CANNING & FREEZING VARIETY

# PENCIL POD BLACK WAX

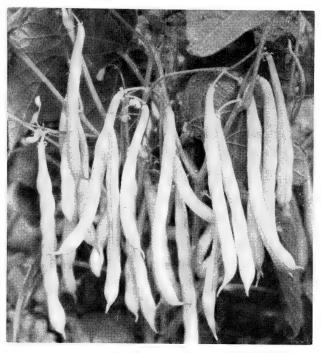
65 Days

Pods are 51/2 to 6 inches long, round, slightly curved, yellow, stringless. Seed: Black. GARDEN VARIETY



Bean Breeding Farm, Twin Falls, Idaho

# BEANS—BUSH WAX POD



PUREGOLD WAX

Mosaic Resistant. Deep Yellow

ALL AMERICA BRONZE MEDAL AWARD

# PUREGOLD WAX (Rogers)

65 Days

Pods are 51/2 to 6 inches long, slim, round, very golden yellow, stringless. Seed: White with light brown around the eye. Mosaic Resistant. A very prolific wax bean of highest quality.

GARDEN, CANNING & FREEZING VARIETY

TOP NOTCH GOLDEN WAX (Impd. Gold.) 50 Days Pods are 5 inches long, flat, straight, yellow, stringless. Seed: White with brown eye.

**GARDEN VARIETY** 

### **BEANS—POLE**

BLUE LAKES, BLACK SEEDED (Rogers) 65 Days

Vine 5 foot, dark green. Pods 7 inches, straight,
round, stringless. Resistant to Common Bean Mosaic.

Seed: Black. GARDEN & CANNING VARIETY

Pods 6¾ inches long, nearly round, dark, fleshy and stringless at all stages. Vigorous, productive plant resistant to common bean mosaic and certain strains of rust. This strain developed by Asgrow.

Seeds: Small, white. CANNING & FREEZING

An early maturing variety with pods 51/2-6 inches long, straight, nearly round, uniformly dark green in color, smooth, fleshy, and stringless at all stages. A vigorous growing, good climbing plant with minimum of basal foliage. Highly productive with an extended picking period. Developed by Ferry-Morse Seed Co. Seeds: Small, white. CANNING & FREEZING

Vines 5 foot, vigorous. Pods 71/2 inches, round, curved, silver green. Stringless when young. Seed: Light brown, flat oval. GARDEN VARIETY

#### ST. LOUIS PERFECTION

62 Days

Vine 5 foot, large, medium green, open leaves. Pods 8 inches, straight, round, fleshy, silvery green. Stringless in the young stages. Seed: White, very plump. Sometimes called White Kentucky Wonder.

**GARDEN VARIETY** 

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# BEANS—BUSH LIMA



Clark's Bush Lima Bean Production, Caldwell, Idaho

# BEANS-BUSH LIMA

### CLARK'S BUSH

67 Days

Resembles Henderson Bush in plant and pod but has green cotyledons. It is a heavy yielder. Pods three inch, curved, flat, dark green with three to four beans. Seeds small and mainly pale green.

CANNING & FREEZING VARIETY

# FORDHOOK, CONCENTRATED

72 Days

Plants are stocky without tendrils. The majority of pods are set in the lower portion of the plant. Pods and seeds are slightly smaller than Regular Fordhook. Very prolific. Seed: Creamish green and light green.

CANNING & FREEZING VARIETY

### FORDHOOK 242 BUSH

70 Days

A top ranking All-American vegetable. Similar to Regular Fordhook but pods are shorter and uniformly curved. Most pods contain four seeds that shelled are identical to regular Fordhook. 242 has outstanding ability to set under adverse conditions, particularly in high temperatures. Excellent quality. Recommended for freezing. Seed: Creamish green and light green.

#### HENDERSON BUSH

65 Days

Bush 16 inch, erect, runnerless, dark, glossy green. Pods 31/2 inch, curved, flat, dark green with 3 to 4 beans. Seed: Small, white, flat.

CANNING & FREEZING VARIETY

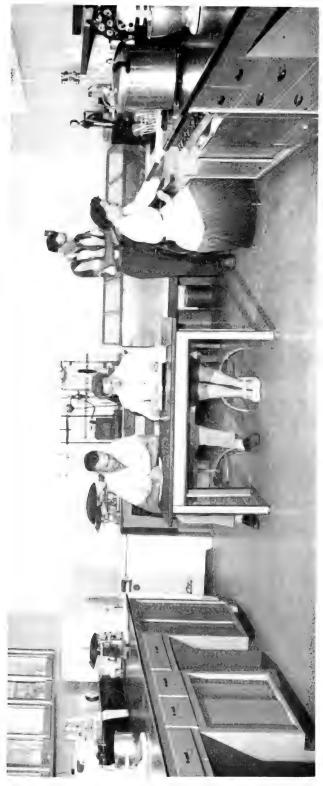
# IMPROVED EARLY THOROGREEN BUSH

65 Days

Bush 16 inches, erect, runnerless, dark, glossy green. Pods 31/2 inches, curved, flat with 2 to 4 beans. Same habits as Henderson Bush, except for distinguishing feature of green cotyledons. Seed: Green except for lighter shades bleached.

**CANNING & FREEZING VARIETY** 

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Seed Testing Laboratory—Idaho Falls, Idaho



Bagging a tassel for inbreeding at our hybrid sweet corn research station at Caldwell, Idaho.

### BURBANK BANTAM

88 Days

Ears 8 inches, with 12 to 14 rows of deep, yellow kernels. Equal in flavor to 8 row Bantam. Stalks 51/2 to 6 feet. Produces well under adverse conditions. Among the best of the open pollinated varieties for garden and market.

### CARMELCROSS (Hybrid)

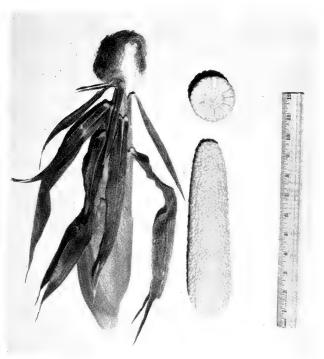
75 Days

Ears 71/2 to 8 inches, 12-16 rows broad, medium depth yellow kernels. Stalks 5 to 51/2 feet. An early midseason, widely adapted hybrid giving a high yield of good quality corn for market, garden and for early canning and freezing. Originally released by the Connecticut Experiment Station.

### COUNTRY GENTLEMAN

95 Days

Ears, 7 to 8 inches. Deep, white, slender, kernels with no row formation. Tender, sweet, excellent flavor. Small cob. Flag leaves. Stalk 61/2 to 71/2 feet. Used primarily for home gardening.



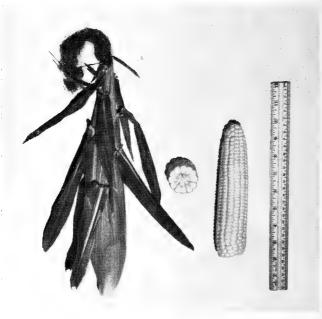
COUNTRY GENTLEMAN ILL. NO. 13

COUNTRY GENTLEMAN ILL. No. 13 (Hybrid) 95 Days Ears 81/2 inches with narrow, deep, white kernels. Stalk 8 feet. Has white interior silk and excellent holding qualities. A high yielding, top quality Country Gentleman Hybrid developed by W. A. Huelsen of the University of Illinois.

### GOLDEN BANTAM 8 ROWED

87 Days

Ears 6 to 8 inches with 8 rows of kernels. Usually produces two ears per stalk. Stalks 51/2 to 6 feet. An excellent selected strain. Hardy and well known, variety for home garden.



**GOLDEN BEAUTY** 

1955 ALL AMERICA SILVER MEDAL WINNER.

### GOLDEN BEAUTY (Hybrid)

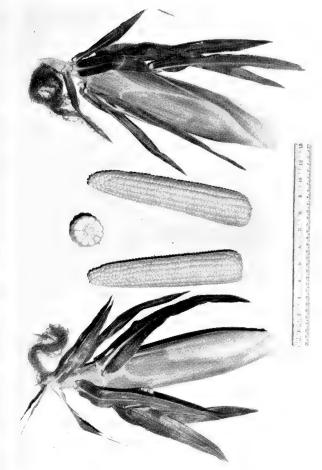
72 Days

A new early, yellow market and home garden hybrid introduced by Mr. W. H. Lachman of the University of Massachusetts.

Stalks 5 feet. Ears 7-8 inches long and slightly tapered, with 12-14 rows of medium width, good yellow, kernels. This hybrid yields well and has good quality factors. Maturity is approximately a day earlier than Marcross.

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### SWEET CORN

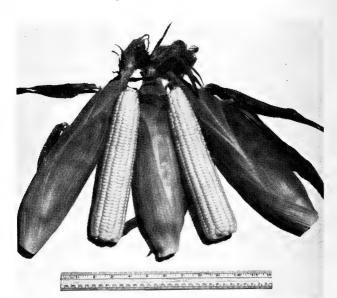


GOLDEN CROSS BANTAM

### GOLDEN CROSS BANTAM (Hybrid)

88 Days

Ears 8 to 81/2 inches with 12 to 14 rows of golden kernels. Sweet and tender. Heavy yielder, resistant to wilt. Very uniform. Stalk 6 to 61/2 feet. A hardy top quality corn. The foremost yellow hybrid on the market today. Very wide range of adaptability. Used for garden, market, canning and freezing. Developed by Glenn M. Smith of Purdue University and the U.S.D.A.



### **GOLDEN EARLIPAK**

### GOLDEN EARLIPAK

73 Days

Developed in our breeding program for first early canning and freezing use, but equally suited for market planting. Especially adapted to areas where short growing season precludes use of slower maturing hybrids.

Stalk 6-61/2 feet. Ears 81/2 inches, predominantly 12 rows and with tender and sweet kernels of medium depth and good yellow color. A good yielding early hybrid adapted for mechanical harvesting.

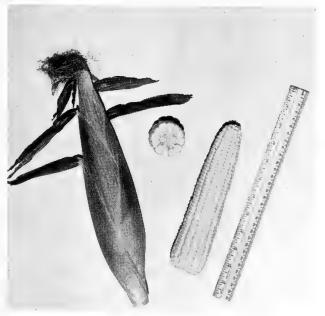
### GOLDEN HARVEST (Hybrid)

88 Days

A yellow hybrid developed by Glenn M. Smith of Purdue University and the U.S.D.A. Very similar in plant, ear type, kernel character, yield and season to Golden Cross Bantam, but has important advantage of white silks inside husks. Ears are more cylindrical, filled better at ear tips and straighter rowed than Golden Cross. High percentage of perfect ears for corn-on-the-cob pack.

Very uniform 8 inch ear, 12-14 rows. Kernels medium width and depth. Stalk 6 to 61/2 feet. For garden, market, canning and freezing.

New Introduction



GOLDEN HYBRID G101

### GOLDEN HYBRID GIOI

74 Days

This new hybrid maturing in Marcross season offers a combination of high yield and improved flavor and tenderness seldom found in an early corn.

Stalks 6 feet, sturdy and with few tillers. Good tolerance to bacterial wilt. Ears 71/2-8 inches, mostly 12 rows and with long husk cover of medium green color. Attractive husked ear appearance. Kernels have good uniformity, glossy yellow color, medium width and depth.

Normally will produce two good ears per plant. Adapted for use as an early home garden, market, canning and freezing corn.



GOLDEN NUGGET

### GOLDEN NUGGET (Hybrid)

88 Days

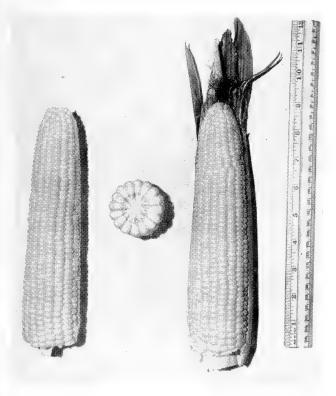
A Rogers introduction for the canning and freezing trade. A high yielding midseason, yellow hybrid of exceptionally good quality.

Stalk 71/2 to 8 feet, I to 2 tillers, ears borne well up from the ground level for ease of harvesting. Easy snapper. Ears 8 to 81/2 inches, cylindrical, I4 to 16 good uniform rows, long husk cover. Kernels medium yellow, medium width and depth, very tender and sweet.

### IOANA (Hybrid)

89 Days

Ears 81/2 inches, very uniform, cylindrical, with 12-14 straight rows of medium width, light yellow kernels of excellent quality. Sturdy 7-71/2 foot stalk with few tillers. A high yielding hybrid for canning and market gardening. Developed and released by Dr. E. S. Haber of Iowa State College.



### **IOCHIEF**

IOCHIEF (Hybrid)

90 Days

An outstanding yellow hybrid developed by Dr. E. S. Haber of Iowa State College. Iochief has a top rating on basis of yield and cutting percentage. Excellent performance under drought conditions. Good flavor and tenderness.

Stalk 7 to 71/2 feet and virtually tillerless. Ears set well up on stalk for ease of harvesting. Ears 81/2 to 9 inches long, cylindrical, filled to tips and with 16 to 20 rows of very deep, narrow kernels. A clean silker. Good husk coverage. Holds prime quality well in the field.

High yield, top cut per ton, good color and quality plus refined kernel character combine to make lochief an ideal canning and freezing hybrid.

LINCOLN (Hybrid)

85 Days

Ears 8 to 81/2 inches with 14 to 18 rows, medium narrow kernels. Stalks 61/2 to 7 feet, erect, resists lodging and ears borne high. A cross of inbreds P39xC23. Primarily for market gardeners wanting large early ears. Good yielder. Developed by the Connecticut Agricultural Experiment Station.

### MARCROSS C 13x6 (Hybrid)

73 Days

Ears 7 to 71/2 inches with 10 to 14 rows of rather large, yellow kernels. Fairly good quality. Stalks 5 to 51/2 feet. An early garden and market corn well known in all corn growing areas. A prolific producer. Introduced by the Connecticut Agricultural Experiment Station.

### MARCROSS NORTHERN

80 Days

Ears 7 to 8 inches with 12 to 14 rows of medium width, yellow, deep kernels. Sweet, tender. Stalks 51/2 to 6 feet. A large eared, early corn for market garden.



Hybrid Sweet Corn Production Field Caldwell, Idaho

## New Introduction



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### MELLO-GOLD

MELLO-GOLD (Hybrid)

82 Days

Our new development for an early canning and freezing corn. Holds well in the field and gives good cut corn recovery.

Very sturdy 6 to 61/2 foot stalk with good root system. Very few tillers. Lodging resistant and drouth tolerant. Ears 8-81/2 inches. 12-16 rows of medium width, bright, glossy yellow kernels of good quality. Yields well. Very tolerant to Stewart's Wilt.

LA CONTRACTOR CONTRACT

New Introduction



MELLO-GOLD, WHITE SILK

### MELLO-GOLD, WHITE SILK (Hybrid)

82 Days

This new hybrid offers improvement over our original Mello-Gold in that it has better husk cover, white inner silk, longer ear, higher row number and slightly deeper kernels. Desirable factors of quality, early maturity, high yield and glossy yellow kernels have been retained.

Very sturdy 6-61/2 foot stalks with very few tillers make this hybrid well adapted to mechanical harvesting.

Ears 81/2-9 inches long with 14-16 rows of mediumnarrow kernels of good depth. Recommended for both processing and market.

### CONTRACTOR CONTRACTOR

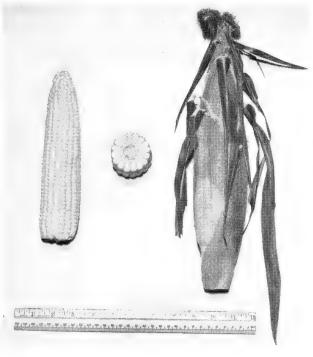
### **SWEET CORN**

NARROWGRAIN EVERGREEN ILL. 14x11 (Hybrid)

93 Days
Ears 8 inches with 18 to 22 rows of deep, slender,
white kernels of fine quality. A few flag leaves.
Stalk 8 feet. Good yield. Produces a more refined
kernel than 14 x 13. Originated by W. A. Huelsen of
the Illinois Agricultural Experiment Station. A garden
and canning hybrid.

NARROWGRAIN EVERGREEN ILL. 14x13 (Hybrid)

Ears 8 inches with 16-20 rows of very deep, medium width, white kernels. A good quality Narrowgrain. Few flag leaves. Stalk 8 feet, well rooted. A high yielding canning hybrid. Originated by W. A. Huelsen of the University of Illinois.



### **PROSPECTOR**

PROSPECTOR 90 Days

A prolific, golden hybrid developed for the market and processing trade. Has high cutting percentage and attractive, refined kernel character.

Stalk 8 feet, few tillers. Ears 8-81/2 inches, 14-18 rows, uniform and with long husk cover. Kernels medium yellow, narrow, deep and of good quality. Normally produces two good ears set well up from ground for easy harvesting.

SPANCROSS (Hybrid)

69 Days

Ears medium 6 to 7 inches with about 12 rows of yellow kernels. Uniform in maturity and good quality. Stalk 41/2 to 5 feet, stocky, ears set low. Extra early, wilt resistant and somewhat resistant to cold. A first-early garden hybrid originated and released by the Connecticut Agricultural Experiment Station.

STOWELLS EVERGREEN

95 to 100 Days

Ears 8 to 9 inches, 16 rows of deep, white kernels. Stalk 8 to 81/2 feet with very few suckers. Bred from selected, hardy strains. A high yielding, large eared Stowells for market and gardening.

STOWELLS EVERGREEN (Hybrid)

95 Days

Ears 81/2 inches with 16 to 20 rows of medium width, white kernels. Stalk 8 feet with very few tillers. Good quality. Narrower kernels, more uniform in plant type and maturity than open pollinated Stowells Evergreen.

TENDERGOLD

76 Days

Ears 7 to 8 inches with 12 to 14 rows of golden kernels of medium width and depth. Sweet, tender, fine quality. Stalks 51/2 to 6 feet. A hardy strain of satisfactory yield for canning, market or home garden.



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### ALWAYS AT YOUR SERVICE



HUGH P. DORR Eastern Representative

Hoosick Falls, N.Y. Phone: 168R

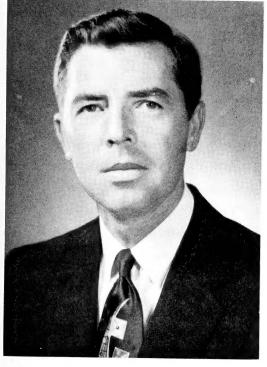
### ALWAYS AT YOUR SERVICE



J. R. (BOB) THOMPSON Central Representative

652 S. Main St., Fond du Lac, Wisconsin Phone—Walnut 1-3177 CONTRACTOR CONTRACTOR

### ALWAYS AT YOUR SERVICE



JOHN W. KURZENHAUSER Western Representative 1902 Cleveland Blvd., Caldwell, Idaho Phone 9-4234

CONTRACTOR CONTRACTOR

### ALWAYS AT YOUR SERVICE



H. G. "JERRY" WASHBURN Southern Representative 3053 West Pine Valley Rd., N.W. Atlanta 5, Ga. Phone: Cedar 3-0476

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### ROGERS BROTHERS SEED CO.

Sales Office and Production Headquarters P.O. Box 30 IDAHO FALLS, IDAHO



## THE SEAL OF



**QUALITY** 

# ROGERS "Blood Tells"